



Email:
Colin@cmfranchiseconsulting.com

Phone: 888-325-8056

July 2021

Are you a military veteran?

Military veterans make excellent franchisees. They understand standard operating procedures, have strong work ethics, and are often looking for opportunities after retirement and separation from their service.

30 years ago, the International Franchise Association launched VetFran to help military veterans realize the dream of business ownership through the vehicle of franchising. This program is stronger and more robust than ever ensuring our military veterans are honored for their service. There often is a financial benefit or discount offered by the participating VetFran franchise program.

These franchises that offer this discount know the value of our veterans. The understanding of the qualifications and requirements of the franchise brand is needed, along with time for the proper due diligence. Start now as you may be surprised by industries you have not considered in the past. The financial benefits you receive as a veteran is an added bonus.

If you would like to know more about the companies that honor our military veterans and the discounts that may apply, contact me.



Consumer Spending Surge Expected this Summer

Department figures show consumers made relatively few big-ticket purchases in May, but spending on goods was 20% higher for the month than in February 2020, before the pandemic. Spending on dining out, recreation and airline tickets is on the rise, suggesting that pent-up consumer demand will fuel a strong summer for personal expenditures.

[Read More](#)



Q&A with Dawn and Mark Erickson, PuroClean Franchisee

When Dawn and Mark began their search to open a business, they knew they wanted to open a franchise business because the support from a brand would help them to hit the ground running. Coming from the restoration industry, Puro Clean was a perfect match with their skill set and the kind of business they wanted to build. They chose PuroClean for 2 reasons 1) its excellent reputation in the restoration and remediation industry as far as training and support go 2) the brands growth as a business. [Read more](#)

Franchise Business <u>Economic Outlook</u> 2017-2021					
	2017	2018	2019	2020 (Est.)	2021 (Proj.)
Establishments	748,752	760,476	773,603	753,770	780,188
<i>Percentage change</i>		1.6%	1.7%	-2.6%	3.5%
Employment	7,975,179	8,207,599	8,434,090	7,491,456	8,252,929
<i>Percentage change</i>		2.9%	2.8%	-11.2%	10.2%
Output (\$ billions)	\$720.4	\$760.3	\$787.5	\$670.0	\$780.0
<i>Percentage change</i>		5.5%	3.6%	-14.9%	16.4%
GDP (\$ billions)	\$427.5	\$452.1	\$473.4	\$446.3	\$477.4
<i>Percentage change</i>		5.8%	4.7%	-5.7%	7.0%

Source: FRANdata

The future looks bright!

- The market is expected to have a full recovery in 2021, with total franchise establishments growing at a projected rate of **3.5%**.
- FRANdata forecasts franchising to experience a net gain of **26,000** businesses with a total of **780,188** franchise establishments in 2021, **6,585** units higher than 2019 pre-Covid levels.

Source: 2021 Economic Outlook for Franchising

FOR MORE INFORMATION ON FRANCHISING
PLEASE CONTACT:

Colin at CM Franchise Consulting

Email: colin@cmfranchiseconsulting.com

Phone: 888-325-8056 or 651-294-9101

Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.